

NEWSPAPER READING HABITS OF COLLEGE STUDENTS: A CASE STUDY OF KALAIgnAR KARUNANIDHI INSTITUTE OF TECHNOLOGY

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ABSTRACT

This paper explores the use of news papers among the students at Kalaighnar Karunanidhi Institute of Technology Library, Coimbatore. Survey method was adopted for this study, and the population consists of students of KIT, and the instrument used for collecting data was a self developed questionnaire. A total of 450 questionnaires were administered to the students and 434 were received the response rate was 96.44%; these are used for the analysis. From the analysis it was discovered that majority of the respondents reading news papers daily. It was also indicated that favorite news papers among the students in English and Tamil language. The finding also shows that students in spent reading newspapers are one to two hours daily.

KEYWORDS: News Paper Reading Habits, Students Kalaighnar Karunanidhi Institute of Technology

INTRODUCTION

Reading has increasingly been the object of practical and theoretical investigation since decades being studied from different dimension by subject specialists particularly Newspaper. The present study aims to investigate the reading habits of the college students and their gender variability. Newspapers help to improve reading habits, knowledge, and awareness. They can be part of good study habits for students in any area of specialization. India is a developing country with many ethnic communities who wish to live together. Efforts to solve cultural adaptation problems should be multi-dimensional and long term. Reading and library use habits have an important role in building the multicultural structure in a country.

Newspapers are noted as regular source of primary and up to- date information. Like other habits, the habit of reading in an individual develops during the course of time. Newspapers help to improve reading habits, gain knowledge and improve awareness. They can be part of good study habits for students in any area of specialization. Newspaper is the imperative media which play a vital role in disseminating and spreading information concerning the latest trends and happenings on the national and the international events. Newspapers not only update us; they even coach us and facilitate us, persuade us to figure our attitude on significant matters. This exploratory study investigated the newspaper reading habits of college graduate students with special reference to the graduate students of Kalaighnar Karunanidhi Institute of Technology.

BACKGROUND ON THE KIT

Kalaighnar Karunanidhi Institute of Technology, one of the best Engineering College in Coimbatore, is located at a distance of 12 kilometers from Coimbatore Railway Station and 8 kilometers from Coimbatore Civil Aerodrome. Set in a

calm and congenial locale, the college stands nestled in a spacious campus set in a vast area of 5 lakhs sq.ft with five storied buildings house classrooms, laboratories, library, faculty rooms, conference halls, administrative and residential areas. To provide wisdom through educational and job oriented training specially targeting young minds pursuing engineering and technology programs there by making them intellectually bright, critically intense and creatively powerful. To shape the institution into a globally renowned centre for education and research in engineering and technology. We aim to foster pragmatic, ingenious ideas that would help in the advancement of the Individual and the society.

ABOUT THE LIBRARY

The KIT Library with excellent state-of-the-art infrastructure having unique resource collection which is international in scope. The KIT Library is on its way to becoming an outstanding learning resource centre catering to the ever growing and uncompromising information and intellectual requirements of the students, faculty, and researchers. KIT Library strives for a high quality of library service, which emphasizes the actual delivery of information rather than the actual delivery of documents to meet the generic as well as specific needs of users.

It has computerized all its housekeeping activities using Library software AutoLib that is being maintained and updated regularly, which is connected to campus wide network. This enables users in searching and availing the library resources. It uses the state-of-the-art technology in its functioning and services.

REVIEW OF THE LITERATURE

The reading habit has been a great help in developing knowledge. But today in an age when browsing the net, playing with mobiles and passing non-stop SMS seem to be the order of the day; TV and films fill the minds of youth. We have to think about it seriously as to how the growing generation can find time to read. While technology is taking control steadily over individual lives, so the reading habit is fast vanishing into thin air.

PURPOSE OF THE STUDY

The purpose of the study is to discover the first language of the students, the language in which mostly students read newspapers, how much time are spent reading newspapers, which newspapers are read most by students?, which sections of newspapers are read most by students? and the types of news read.

METHODOLOGY

A questionnaire and personal interviews were used for data collection. A total of 450 questionnaires were administered and 445 filled in questionnaires were obtained from the users.

A major objective for the study was to include all primary clientele. The user populations were defined as, U.G. students, P.G students and Research scholars.

DATA ANALYSIS AND EXPLANATION

The collected data are organized and tabulated by using statistical method, table and percentage.

The data analyses are given below:

Table 1: Size of the Sample

S. No	Users	Total Questionnaire Distributed	Total Questionnaire Received	Sample Population in Percentage (%)
1	U.G Students	200	190	43.8
2	P.G Students	200	195	44.9
3	Research Scholars	50	49	11.3
Total		450	434	100.0

The table shows that the size of distribution and received questionnaire from the students. Total numbers of questionnaire distributed among UG students 200, PG students 200 and Research Scholar 50. Out of these the responses from the respondents are UG students 190 (43.8%) PG students 195 (44.9%) and research scholar 49 (11.3%) from the total sample.

Table 2: First Language Users

S. No	Language	UG Students Responses %	PG Students Responses %	Research Scholar Responses %	Average % of User
1	Tamil	180 (94.7%)	20 (10.2%)	9 (18.3%)	41.10%
2	English	10 (5.3%)	175 (89.8%)	40 (81.7%)	58.90%
Total		190 (100%)	195 (100%)	49 (100%)	100%

The first language of nearly all respondents is English

Table 3: Preferred Languages

S. No	Language	UG Students Responses %	PG Students Responses %	Research Scholar Responses %	Average % of user
1	English	145 (76.3%)	165 (84.6%)	42 (85.7%)	82.2
2	Tamil	30 (15.8%)	20 (10.3%)	4(8.2%)	11.4
3	Malayalam	15(7.9%)	10(5.1%)	3(6.1%)	6.4
Total		190 (100%)	195 (100%)	49 (100%)	100%

Several responses allowed

The table shows that average 82.2 % of students use English for newspaper reading, whereas 11.4 % use Tamil and 6.4% students use Malayalam.

Table 4: Time Spent Reading Newspapers

S. No	Time spent (T) Hrs	UG Students Responses %	PG Students Responses %	Research Scholar Responses %	Average % of user
1	T < 1	120(63.2%)	30(15.4%)	3(6.1%)	28.2
2	1<T<2	40(21.1%)	140(71.8%)	8(16.3%)	36.4
3	T>2	30(15.8%)	25(12.8%)	38(77.6%)	35.4
Total		190 (100%)	195 (100%)	49 (100%)	100%

The table shows that nearly 37 percent of students 1- 2 hours daily reading newspapers.

Table 5: Read Newspaper Daily

S. No	Newspaper	UG Students Responses %	PG Students Responses %	Research Scholar Responses %	Average % of User
1	The Hindu	126(66.3)	180(92.3%)	48(98.0%)	85.5
2	Times of India	98(51.6)	160(82.1%)	45(91.8%)	75.2
3	Indian Express	77(40.5)	145(74.4%)	43(87.8%)	67.6
4	Deccan Chronicle	64(33.7)	130(66.7%)	40(81.6%)	60.7
5	The Hindu (Tamil)	175(92.1)	153(78.5%)	46(93.9%)	88.2
6	Dinamalar	186(97.9)	138(70.8%)	38(77.6%)	82.1

Table 5: Contd.,					
7	Dinakaran	167(87.9)	120(61.5%)	36(73.5%)	74.3
8	Daily Thanthi	172(90.5)	90(46.2%)	33(67.3%)	68.0
9	Dinamani	148(77.9)	80(41.0%)	30(61.2%)	60.0
10	Others	25(13.1)	15(7.7%)	20(40.8%)	20.5

Several responses allowed

Nearly all users read The Hindu Tamil, while two – thirds read The Hindu English.

Table 6: Sections of Newspaper Mostly Like

S. No	Newspaper Sections	UG Students	PG Students	Research Scholar	Average % of User
		Responses %	Responses %	Responses %	
1	Headline news	185(97.4%)	190(97.4%)	47(95.9%)	96.9
2	Editorial pages	80(42.1%)	102(52.3%)	45(91.8%)	62.1
3	Sports	180(94.7%)	160(82.1%)	40(81.6%)	86.1
4	Lifestyle	120(63.2%)	185(94.9%)	43(87.8%)	81.9
5	Entertainment	180(94.7%)	160(82.1%)	38(77.6%)	84.8
6	Education	168(88.4%)	178(91.3%)	34(69.4%)	83.0
7	Science and Technology	175(92.1%)	189(96.9%)	49(100.0%)	96.3
8	Advertisement	75(39.5%)	135(69.2%)	35(71.4%)	60.0
9	Editorial opinions	60(31.6%)	120(61.5%)	42(85.7%)	59.6
10	Classified/ Job	158(83.2%)	190(97.4%)	48(98.0%)	92.9

Several responses allowed

About three – quarters of respondents prefer the Headline News, Science and Technology and Classified/Job of the Newspaper.

Table 7: Purpose for Newspapers Reading

S. No	Purpose	UG Students	PG Students	Research Scholar	Average % of User
		Responses %	Responses %	Responses %	
1	To Get Information	85(44.7%)	106(54.4%)	20(40.8%)	46.6
2	To develop my general knowledge	90(47.4%)	83(42.6%)	24(49.0%)	46.3
3	It is my hobby	15(7.9%)	6(3.1%)	5(10.2%)	7.1
Total		190 (100%)	195 (100%)	49 (100%)	100%

The table shows that a majority read newspapers for Information, while more than one-third do so to improve general knowledge.

FINDINGS

- The majority of students read newspapers in English or Tamil language.
- The majority of time spent reading newspapers is one to two hours daily.
- The majority of the students read newspapers to get information and improve their general knowledge.
- The most popular Tamil and English newspapers among the College students are The Hindu Tamil and The Hindu English.
- Students prefer to read Headline News sections, followed by sports and Science and Technology and Classified/Job of the Newspaper.

CONCLUSIONS AND RECOMMENDATIONS

Library users read newspaper to get the latest information about what is experience around. Newspapers are responsible for creating and generating reading habits among College students. Newspapers are essential for College students, but due to the enormous explosion of information published in the form of newspapers in different languages in particular, it is impossible for libraries to subscribe all that are published at the national and international levels. Under these circumstances the best way of serving the users is by proper display of newspapers and notifying users about new information related to education. In library there should be adequate newspapers to accelerate reading habits. This study helps librarians recognize the importance of newspapers and progress the services related to newspapers.

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